

VISIT...

LANZAROTE
Caliente.COM

the sales process

continually...

- positively expectant
- asking questions
- listening
- qualifying the opportunity (for both parties)
- discovering hot buttons (what's in it for them)
- building rapport
- establishing trust
- developing credibility
- developing a valuable relationship
- addressing objections
- planning next action steps
- confirming understanding
- asking for referrals
- seeking additional opportunities to serve & sell
- evaluating responses & results (positive/ negative)
- affirming decisions (minimizing buyer's remorse)

prospect **1**

interview **2**

analyze needs **3**

present **4**

negotiate **5**

close **6**

service & follow-up **7**



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